



Start or build your agribusiness with DATCP

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MADISON – Whether getting started or building your agribusiness, the Department of Agriculture, Trade and Consumer Protection (DATCP) can provide one-on-one assistance.

In 2010, Shon Jones wanted to make and sell Boudain sausage. Originally from Texas, he wanted to bring this Cajun flavor to the Midwest as a food business entrepreneur.

“DATCP allowed a small guy like me to get started and have a fair shot at making it in the business world,” explained Jones. “When you have little to start with and don’t have the money to hire people, you need to do it yourself.”

Jones first reached out to Jeff Swenson, DATCP’s Livestock and Meat Specialist, to locate a licensed meat processing plant to produce his product. Jones then connected with the University of Wisconsin-Extension to create his HACCP plan to assure food safety.

When it was time to develop a business plan, Jones spoke with Carl Rainey. Rainey is a DATCP Economic Development Consultant who can walk businesses through the steps. Rainey gave Jones resources to write his business plan and worked with him to complete the work needed to set up his company correctly.

“It was great as a business owner to do my business plan on my own, looking at things like the location and traffic feasibility,” added Jones. “Carl was available to answer questions as I did the steps to make the plan work from start to the finish.”

Rainey can also assist business people like Jones determine the cost of production and what should be the asking price. Jones went through the process to determine the cost of small things, like a teaspoon of salt, to better understand his product pricing.

DATCP can assist businesses in setting up a system to evaluate profitability. Before Jones started using accounting software, Rainey helped him draw up spreadsheets to monitor sales versus costs.

Jones now owns Double S BBQ, a restaurant in Cambridge that offers his own meats and other local foods on the menu. Double S BBQ has been open for more than a year.

Even though his business is up and running, Jones still works with DATCP to grow his business. He calls on Rainey to guide him through new challenges and picks his brain with questions that come up. Jones has also joined DATCP’s Something Special *from Wisconsin*™ program, taking advantage of this trademark and services to get his name out through the website and events.

“Shon is a person who knows when to take advice from others and how to apply that advice to improve his business,” concluded Rainey. “It is important for entrepreneurs to slow down, take small steps and be willing to learn for the best of the business.”

DATCP can assist agribusinesses write business plans, access available resources and generate a working budget. Learn more at http://datcp.wi.gov/Business/Business_Resources.

To access the available business services, contact DATCP’s Carl Rainey at 608-224-5139 or carl.rainey@wisconsin.gov.



Shon and Sarah Jones own Double S BBQ in Cambridge. Shon worked with DATCP’s Carl Rainey when beginning his food business.